

Historic, Archive Document

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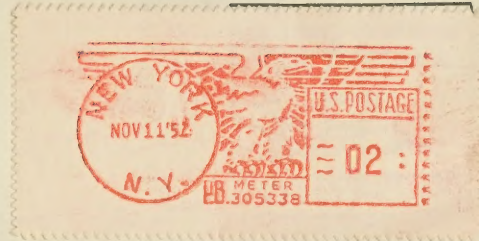
Good Gifting
for
Good
Living

Max Schling Seedsmen, Inc.

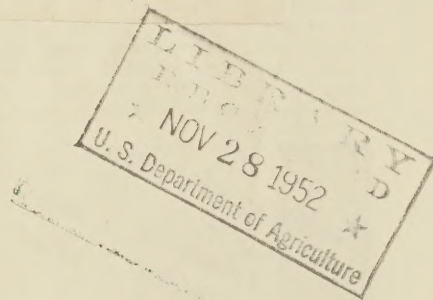
618 Madison Avenue, New York 22, N. Y.

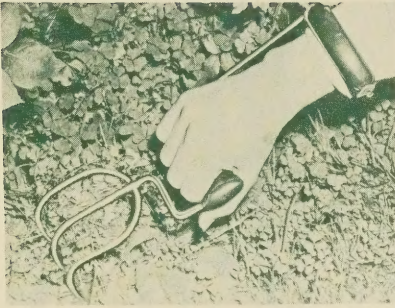
POSTMASTER: Form 3547 requested

Lily of the Valley
in containers
P. 8



RALPH R. SHAW
U. S. DEPT. OF AGRICULTURE
WASHINGTON 25, D. C.





1. Comfy Cultivator is the most useful new garden tool in decades! Makes hand cultivation a cinch. Fits so easily it is like a part of your body. Just strap over forearm, grasp handle and upper arm power does the job. Ends hand strain and blisters, speeds cultivation, cuts working time in half. Cast steel with plastic grip and sponge rubber padding. **\$2.95**

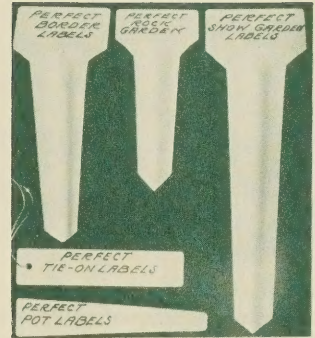
Gifts

that

garden

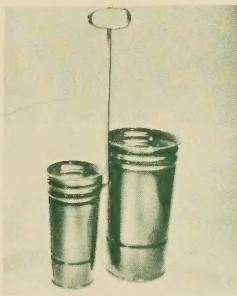
lovers

love!



2. Perfect Garden Labels, in a class by themselves. The only permanent labels for all kinds of gardens. Permanent markings with ordinary lead pencil. Withstand all weathers, all soils. A gardening necessity.

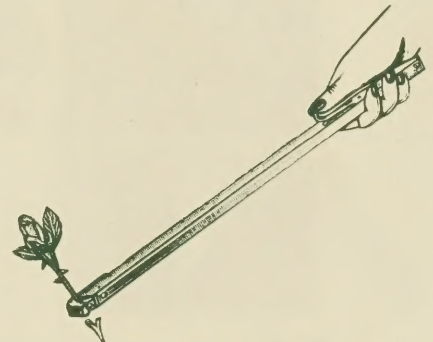
	Box 25	100
Border 5"	\$2.40	\$9.25
Rock Garden 4"	2.00	7.90
Show Garden 7"	2.90	11.25
Tie-On Label 3"		
with Copper Wire		3.60
Pot Labels 4"		3.00



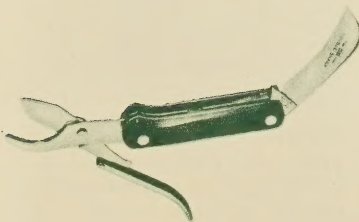
3. Carry the Twin Pail Flower Gatherer and take all the time in the world to pick your flowers. This clever container keeps them garden fresh. No wilt, no waste. Ideal for any length flowers. Sturdy galvanized iron. Baked green finish. 23" high. **\$6.75**



4. Rubber Neegards. Indispensable for those who like down-to-earth gardening. The soft gum rubber protects the knees and keeps them dry. **\$2.25** the pair.



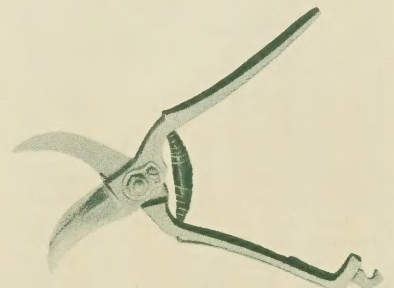
5. Wiss Cut-and-Hold Shears for one-hand flower picking in hard-to-reach places. Tempered steel blade. Cuts easily. Holds flower firmly without crushing stem. **\$3.50**



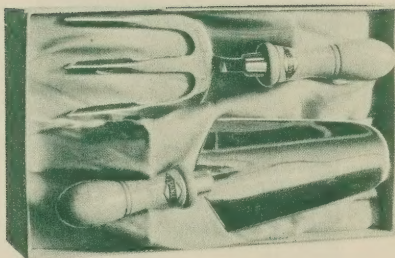
6. Pocket Pruner for the gardener who "has everything." This fine English combination opens like a penknife into a double-sharp pruning shears and knife. Blades of finest forged Sheffield Steel. **\$12.95**



7. Albee Garden Gloves are made of fine washable kid, treated for softness. They're equally valuable for gardening or driving. White only. Sizes: 7-8-9. **\$2.35** per pair



8. Henckel's Famous Pruning Shears. These prized German shears are now available for the first time in ten years. Extremely light-weight, easy to use, ideal for women. In finest chrome. **\$5.25**



9. Stainless Steel Garden Set. They don't come any better than this beautifully crafted trowel and fork. Made in England of the finest steel obtainable. Superior, workmanlike tools every gardener will be proud to own and use. **\$7.95**

Gifts

*to make
gardens
live longer,
look better!*

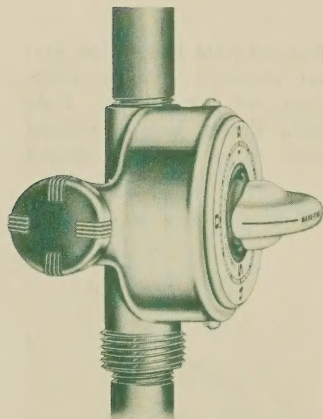


10. This Complete One-Unit Electric Sprayer is perfect for all sorts of jobs around the house. It sprays paint, varnish, shellac, disinfectants, insecticides, any liquid at all. Spray your terrace and wicker furniture for that professional look, then use it for the garden. Easy to use—just plug in and spray. Normal AC household current. **\$9.25**

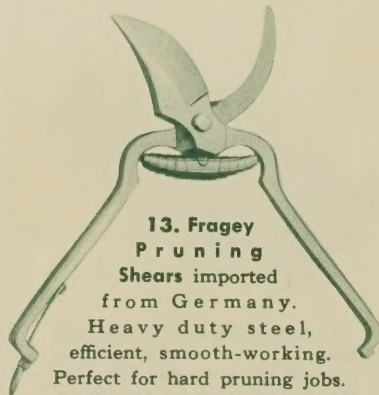


11. Aluminum Rose Trellis—at last, a rose trellis that looks as lovely without roses as when they're in full bloom! Strikingly designed, completely aluminum, it never rots, never needs paintings, never looks shabby. A beautiful setting for roses in a garden and especially inviting on the front lawn. Six feet tall, four feet wide.

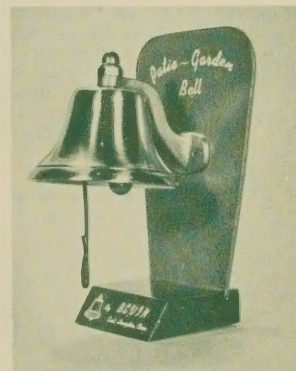
\$12.95



12. Waterboy is a new, long-needed garden aid, an attachment that shuts off your garden hose automatically. Now you can eliminate the drudgery of lawn sprinkling, cut water bills, avoid the over-watering or under-watering that damages lawns. Just set the timer, turn on water and relax. Water shuts off automatically when lawn has enough. Makes for greener lawns, lovelier flowers and healthier plants. **\$12.95**



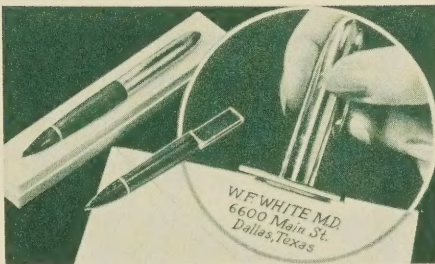
13. Fragey Pruning Shears imported from Germany. Heavy duty steel, efficient, smooth-working. Perfect for hard pruning jobs. Has ribbed handles for a firm grip. **\$6.00**



14. Patio and Garden Bell. A garden gate is lonesome without a bell. Here is a sweet voiced bell to announce visitors, call guests, complete a nautical decor. Bracket, bell and clapper are of solid bronze, bell is brightly polished. Bell-pull is a genuine leather thong. All parts are permanently weatherproofed. Can be hung anywhere. **\$7.95**

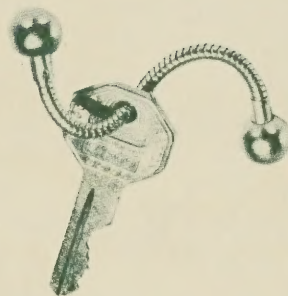


36. Rover Dog keeps a man's possessions neat and tidy overnight. Rings go around his tail, wrist watch round his neck. The two delightful baskets he carries take on small change, keys, etc. In brown and yellow glazed pottery, 6" long from nose to tail. Only **\$2.75**



37. It's a Name Stamp! It's a Pencil! All in One!

Closed, it looks like the handsome chrome-topped automatic pencil it is. But remove the cover and presto — there's your built-in stamp and ink pad with your name and address (or up to any 3 lines of wording you want). Wonderful timesaver, perfect for stationery, checks, books, records and children's things. Useful, welcome gift for Birthdays, Mother's Day, Father's Day, Graduations. When ordering, please print data required. **\$4.95 each**



38. Screwball Key Chain is simple and wonderfully useful. Two gleaming balls are linked by 3" of snake chain. Just unscrew ball at either end, slip keys onto chain, replace ball. In heavy gold plate, gift boxed. Only **\$1.00**

little Gifts that go over big!

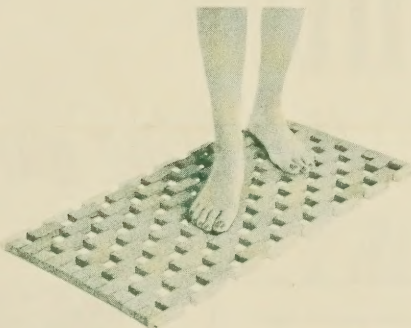


39. Simply Hook This Accurate Pedometer to your Pocket or Belt and every step you take is metered for mileage. Registers up to 100 miles. Rugged, needs no attention, reads clearly in miles and quarter miles. Adjusts exactly to your own individual stride. Ideal for hikers, scouts, engineers, job analysts. Makes an interesting personalized gift. **\$5.95**



42. Your Personalized Coat of Arms —handsome shield in gold or chrome finish with your initials above a crest of any of the organizations listed below. Patented adhesive backing provides easy, permanent application to any surface. Distinctive identification for cars, luggage, brief cases, hand bags, desk accessories, etc. Allow 2 weeks delivery. Gift boxed, **\$3.50 each**. Crests available (please order by number):

- | | |
|-------------------------------|--------------------------------|
| 1. Shrine (Masonic) | 12. Rotary |
| 2. 32nd Degree (Masonic) | 13. Cosmopolitan Club |
| 3. Blue Lodge (Masonic) | 14. Veterans of Foreign Wars |
| 4. Eastern Star (3rd Degree) | 15. Medical Caduceus |
| 5. Knights of Columbus | 16. U. S. Army Crest |
| 6. Odd Fellows | 17. U. S. Navy (Officers) |
| 7. Moose | 18. U. S. Navy (Enlisted) |
| 8. Knights of Pythias | 19. U. S. Marine Corps |
| 9. Elks | 20. U. S. Coast Guard |
| 10. Fraternal Order of Eagles | 21. U. S. Navy (Flier's Wings) |
| 11. Lions | 22. U. S. Army (Pilot's Wings) |



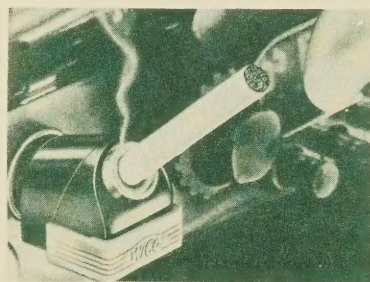
40. Imported Cork Mat. It's natural cork and a positive pleasure to stand on. This versatile new mat is made of Spain's finest cork—extremely light and flexible, long-lasting and quick-drying. It has dozens of uses—as a bath or shower mat, under the kitchen sink, on the drainboard, in the laundry or by a work bench. 27" long, 14" wide, 1/2" thick. Only **\$2.95 each**, 2 for **\$5.75**, 3 for **\$8.50**



43. This Remarkable Little Hand Warmer is the answer to many a prayer from football fans, skiers, skaters, postmen, policemen, truck drivers and farmers. Many use two of them, one for each hand. A blessing for folks with arthritis. Nickel-plated, polished, looks like a small cigarette case. No flame, safe in your pockets, gloves or shoes. Stays warm all day on one filling. Only **\$2.95**



41. Here's a Wrist Watch Band without buckles or holes. This new strap opens and closes with a zipper on the inside. Fits any wrist. Just slip hand through bracelet-like band, then pull strap till it fits. A practical, clever band, it looks better, wears longer than most others. In fine quality Pigskin. **\$2.50 each**



44. Safety Car Cigarette Lighter that's almost human! It lights and takes the first three puffs of your cigarette *safely*, while you drive, leaves you free to concentrate on the road. Eliminates burned fingers, clothing, upholstery and juggling for hot lighters. No installation necessary, inserts right into your present lighter receptacle. **\$2.95**



23. Flower Arranging Kit is all you need to make artistic arrangements. 8 assorted holders, fine florist's shears, roll of wire, florist's clay. Gift-packed in water-proof hamper basket. Includes Flower Arrangement Booklet showing many prize-winning arrangements. Complete, **\$15**



24. Window Garden Horticultural Set. Indoor window gardeners and potted plant fanciers will be enchanted with this set that provides all the needed implements. It includes a water spray, an earth scoop and a combination trowel-scratcher. In rust-proof brass finish. A practical, useful possession, an imaginative gift. Complete, gift boxed. **\$2.95**



25. Indoor Bulb Garden. Perfect gift for the indoor winter gardener and city dweller. Includes: 8 Paper White Narcissus; 8 Soleil d'Or Narcissus; 2 Golden Calla Lilies; 1 White Calla Lily; 4 Roman Hyacinths; 1 Giant Hybrid Amaryllis; 1 Bronze Plastic Bowl planted with 10 Lily of the Valley Pips; 4 qts. Max Schling Bulb Fiber; 2 Bags Flower Set. With full planting instructions. Attractively packed. **\$15**



26. Lusto-Leaf is the amazing new plant groomer you will want for all your potted plants. Cleans and glosses leaves; imparts lustre and sheen. Keeps plants lovelier, healthier. Pleasantly fragrant. In handy plastic bottle-sprayer convenient to use. No mixing, no fuss. **75¢** each, 3 bottles for **\$2.00**



Gifts

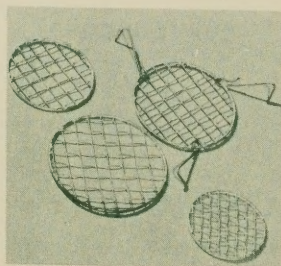
that bring gardens indoors



27. Fog Maker is the most versatile sprayer you've ever seen. Two interchangeable heads spray fine fog mist or pin-stream of water, insecticide, moth-proofing, water-repellents, etc. Easily operated with one hand. Copper container has 16 oz. capacity. Heavy-duty nickel-plated brass parts are non-corrosive. **\$5.95**

All merchandise delivered free in Continental U.S.A.

Charge accounts opened on request. Satisfaction guaranteed on every purchase or your money refunded at once, and without question.

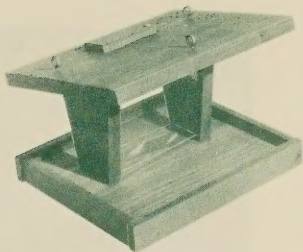


28. Vase Grilles especially designed for tall vases and bowls of all shapes. Different size grilles support and hold flowers in place. Set of 4 grilles and 8 hooks. **\$2.50**

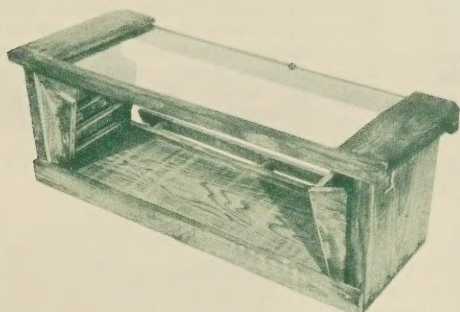


29. The Complete Flower Master Kit is a treasure chest of more than 100 items that will help you create beautiful, original flower arrangements, from the simplest to the most elaborate, for your home or for competitive showing. Everything you need is included: Florist's Clay, Florist's Wax, Florist's Wire, Florist's Tape, Flower Holders, Pins, Picks, etc. PLUS a 24-page book full of drawings and color photos, "Master Guide for Flower Arrangers" by Helen Hopkins, national Flower Show judge, which shows you step by step how to get fascinating results easily with just this kit. Invaluable for amateurs as well as professionals. Complete Kit and Book, only **\$4.95**

Max Schling Gifts always get a warm welcome.

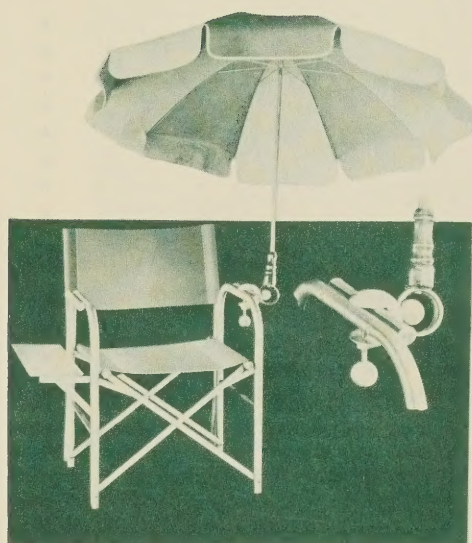


30. California Ranch Bird Feeder made to last in magnificent California Redwood. Designed to attract the greatest number and variety of wild birds. We consider this Bird Feeder the finest of its type. Comes complete with wild bird seed. **\$5.95**



31. Glazed Window Bird Feeder. See the birds feed on your window sill from your chair. Hinged glass top and built-in seed holder. Complete with suet and wild bird seed. 17" long. **\$6.25.** 24" long. **\$8.25**

Gifts that say



32. Folding Garden Chair. This *Folding Aluminum Arm Chair* is light and sturdy, wonderfully comfortable. Opens or closes flat in one motion by simply raising the seat. Tubular aluminum, covered with strong washable weatherproof material in blue or green. **\$16.95**

32A. Portable Brella is a lightweight shelter against sun and rain. Clamping device attaches it securely to chair, table, crib or play-pen. Lift it out of clamp to carry as a hand umbrella for golf. Strong weatherproof drill cloth in choice of green, blue, red or yellow panels alternating with white. Scalloped valance. Opens to diameter of 52" on 10 rust-proof steel ribs. Complete with attachment, **\$14.95**

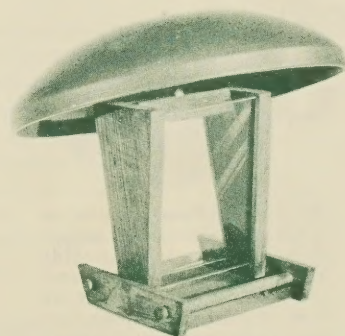
"Can Spring Be Far Away!"



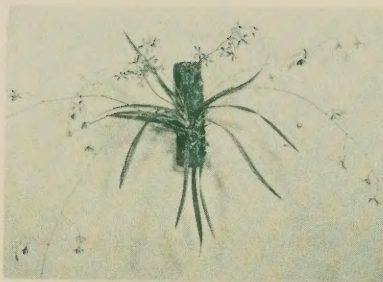
33. Plant Spray of excellent rubber; practical for sprinkling house plants. Long curved unbreakable tube reaches undersides of leaves. Interchangeable heads for either dusting or spraying. **\$2.25**



34. GROW-A-FARM gives your child his own miniature farm! Contains everything needed to build a true-to-life set-up: pasture, poultry run and vegetable garden. Spread the "soil" in the 10" x 13" waterproof tray, plant the seeds, place the farmer, his wife and the animals, add water—in five days there's a green, growing farm! Complete, plus plant food to keep it growing. **\$2.98**



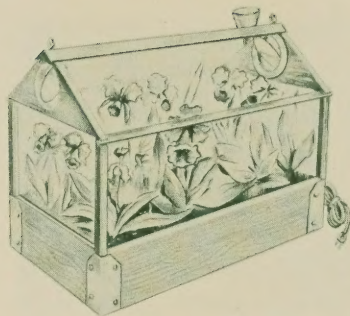
35. Squirrel-Proof Feeder. Squirrels can't disturb birds or food with the tipping roof that tops this feeder. Glass lantern-type hopper. Easily refilled. Complete with seed, **\$4.95**



15. Orchids Anyone Can Grow.

These "Butterfly Orchids" grow easily anywhere indoors. Crown of 10 or more bulbs mounted on decorative oak slab, ready to hang anywhere. Bears as many as 200 exotic miniature white orchids with purple throats from late Spring to late Summer. Simple instructions provided.

\$2.00



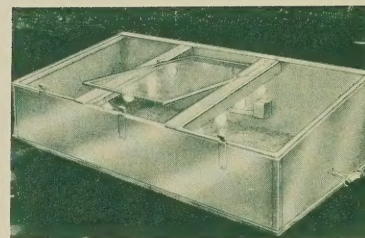
16. A Miniature Indoor Greenhouse

enables you to grow easily your own Orchids, African Violets, or raise the most exotic plants from seeds. Complete, and as fully equipped as a full-size greenhouse, yet you can set it up on a table. Automatic ventilation, subsoil irrigation, electric illumination, thermostatic temperature control, glass sides and top, natural cedar base. Fully guaranteed. For normal household AC current. Size: 32" x 16" x 21"—

\$39.95

Larger size: 32" x 18 1/4" x 27"—**\$59.95**

(add \$2 shipping charges; west of Mississippi add \$4).



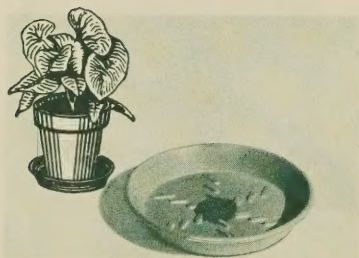
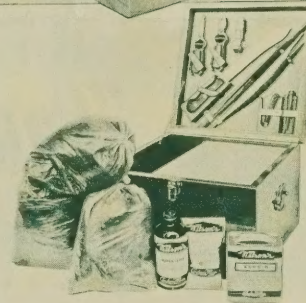
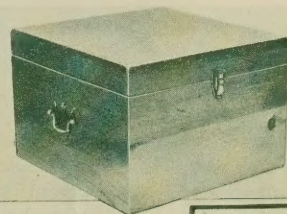
17. Hot Bed — Cold Frame durable, practical. Gives completely automatic protection for your seedlings. All-aluminum and brass construction makes it non-corrosive and rot-, rodent-, termite-proof. Has thermostatically-controlled temperatures and completely automatic ventilation. Automatic feeder connects with fine spray irrigation system. Wind can't uproot it—safety lip secures frame to ground. Easily operated. Six feet of 18" height. Shipped completely assembled. **\$150.00** (delivered)

Gifts where Beauty grows!



18. Orchidarium will lavish loveliness for a lifetime. The first scientifically designed indoor greenhouse for orchids with completely automatic features. Automatic top ventilation, thermostatically controlled heat, inside and outside temperatures and humidity gauges, overhead illumination, fog spray atomizer, bottom ventilation, built-in tray and table. Constructed of magnificent California Redwood with aluminum trim and framed glass doors and roof. 36" long, 24" wide, 42" growing height. Overall height, 6'. **\$175.00** (delivered)

19. Or-Kit is a kit-full of heaven for any orchid or horticultural hobbyist. The specially designed case has a maple board set into the top for cutting and potting, and contains a full complement of unusual garden supplies including aluminum orchid potting stick, pruner, aluminum stakes, shears, knives, generous supply of fertilizer and many other valuable garden gadgets. Chest is made of one-inch thick California Redwood, handsomely finished and lacquered. 15 3/4" wide, 11" high, 15 3/4" long. Complete **\$49.50** (delivered)



20. Rubber Plant Tray is an unbreakable flower pot saucer. Preserves pottery, avoids unsightly ringmarks and scratches, protects surfaces from dampness. Sunken bottom construction collects water in center pad, delivers it to the soil, promotes plant growth.

4" dia., 55¢, 6 for **\$3.00**

6" dia., 95¢, 6 for **5.35**

8" dia., 1.60, 6 for **9.25**

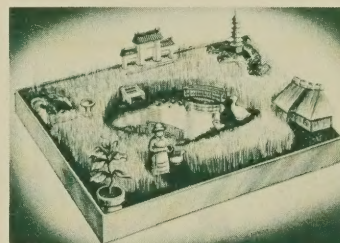
10 1/2" dia., 2.70, 6 for **15.50**
Set of 1 ea. of 4 sizes, **5.50**

Order Early for Christmas

To insure delivery of merchandise intended as Christmas gifts, please place your orders early.

You can order by mail with complete assurance that your instructions will be carefully followed. Use the handy order blanks in the back of this booklet.

Every purchase you make is backed by our unconditional guarantee of money back at once if you are dissatisfied for any reason.



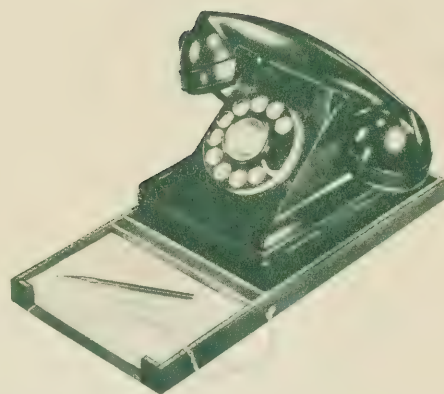
22. Junior Rock Garden. "Magic" no child can resist. They'll have wonderful, instructive fun as they plant, tend, water this intriguing toy — see it grow into their own beautiful indoor garden. With all these accessories they'll arrange and rearrange: Magic Grass Seed, Mirror Lake, Shrine, House, Pagoda, Bench, Bird Bath, Ducks, Bridges, Flower Pot, Colored Pebbles, Little Girl. Exciting toy, lovely child's room decoration. Complete **\$2.98**



45. Mexican Saddle Stool. A wonderfully useful stool crafted high in the hills above Mexico City. The seat is thick top-grain cowhide, strongly sewn and hollowed out with an expert's eye to comfort. Its sturdy legs give it modern lines. 19½" high, 15" from tip to tip. Weighs only about 2 lbs., but can support a circus fat man. Mucho value at only **\$5.95**



46. Desk Valet, Jr. In home, office or campus dorm, this accessory ends that frantic searching for misplaced pens and pencils, keeps writing implements where and when they're needed. Contains a guaranteed ballpen, mechanical pencil and an accurate thermometer that gives the temperature at a glance. Mounted in handsome, sturdy solohyde on solid wood block, 24 Kt. gold-tooled. In brown, wine or green. 3¼" wide, 3¼" deep, 2½" high. Complete **\$3.95**

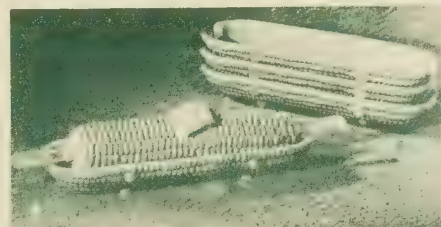


47. Tele-Pad always keeps telephone, paper and pencil together and handy. This handsome set is made of genuine leather, beautifully hand-tooled in gold. The automatic pencil is gold-plated. Available for all phone types in round, oval or oblong base. Brown, green or wine. Specify base shape and color. **\$4.95**

Gifts both original and useful!



48. These Imported French Cruets are unique and very chic. In fine crystal with two compartments. One is marked "Sweets" for grenadine, etc., the other is marked "Bitters" for, well, bitters! With shining nickel-plated pourers. 6 oz. size, **\$1.95**



49. Corn Rollers make a delightful and gracious way of serving corn-on-cob, without any of the usual fuss or muss. Put corn in dish, apply butter and seasoning — then roll! "Corn Rollers" keep corn hot longer, butter every kernel yet spare butter, reduce dripping, keep hands clean. They're hard-baked pottery in a charming sunshine-yellow glaze, and look like an ear of corn. Easy to clean; they stack in a tiny space. Set of 4, only **\$3.25**

50. Indirect Reading Glasses. Lie down, get comfortable... and read, with these optically correct plastic prism lenses made for reading in bed or viewing TV from a reclining position. Fits anyone, and can be worn over regular glasses. Thoughtful gift for the bed-ridden. Unbreakable. **\$9.95**



51. "Bee-Loved" Petunia Clock. Brightest idea since clocks were invented. Modeled after the famous Gold Medal-winning "Fire Chief" Petunia. Hang it on the outdoor porch, terrace, in the kitchen, playroom, child's room. Brilliant "Fire Chief" red flower face, green stem and leaves, impish brown and yellow "peek-a-bee" pendulum. 30-hour movement. Fully Guaranteed. 4" wide, 6½" high. **\$3.75**

52. Swirl-O-Matic Car Washer gives your car a quick professional cleaning job. No rubbing, scrubbing, or wiping. The automatic revolving brush does all the work. Simply attach to ordinary garden hose. Needs no care or maintenance, all parts non-rusting, lasts indefinitely. Also splendid for washing windows, screens, porches, boats. Guaranteed **\$6.95**



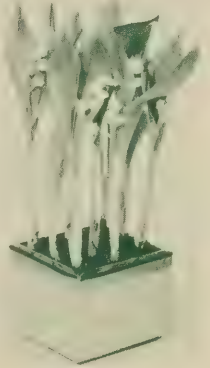


Fresh

LILY OF THE VALLEY

READY PLANTED IN BEAUTIFUL CONTAINERS

You can have or give fragrant, exquisite flowers in the dead of winter!
These superb imported pips are guaranteed to bloom indoors in 18 to 21 days.



58. Square bowl, in solid copper; or blond walnut or mahogany finished baked enamel; 4 x 4 inches, planted with 9 Lily-of-the-Valley pips. Complete **\$5.50**

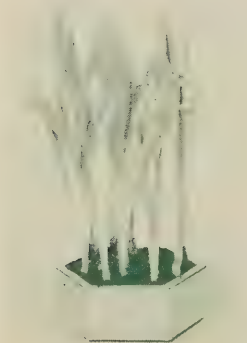


55. Oblong Planter, 8" x 4", in solid copper, mahogany or blonde walnut finish baked enamel on steel, with bright brass trim. Ready planted with 18 pips. **\$8.95**



59. Handsome decorative planter of stained oakwood in mahogany or natural finish, with gold-toned brass weave. Size 16 x 5 3/4 inches. Planted with 33 Lily-of-the-Valley pips. Complete **\$22.50**

When you receive any of the planters, pips are at the stage as shown in illustration above.



53. Hexagon shaped solid copper container, new and unusual. 6 inches in diameter, planted with 12 pips. Complete **\$6.95**



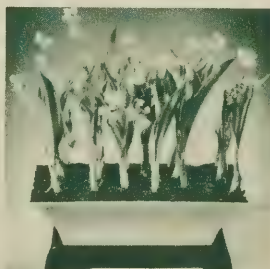
56. Classic solid copper round container, 6 inches in diameter, planted with 12 Lily-of-the-Valley pips. Complete **\$5.95**



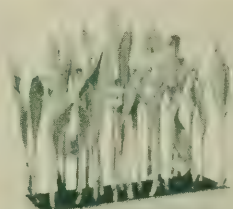
60. Oblong Planter, in solid copper; or blond walnut or mahogany finished baked enamel; size 14 x 4 inches, planted with 30 pips. Complete **\$12.95**



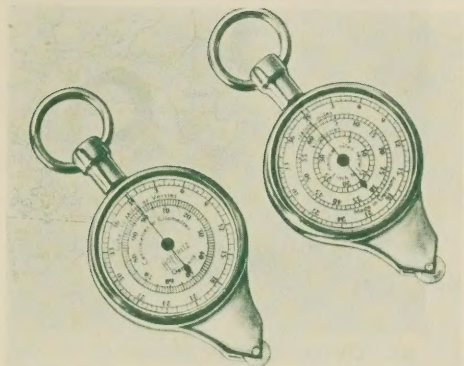
54. Square bowl, in solid copper; or blond walnut or mahogany finished baked enamel; 5 x 5 inches, planted with 16 Lily-of-the-Valley pips. Complete **\$7.50** postpaid.



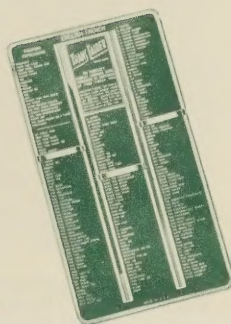
57. Sampan Planter. An unusual plastic container with dramatic flaired lines. Chartreuse with black base, all bronze or red with black base, 9" x 5 1/4", planted with 24 pips. **\$7.95**



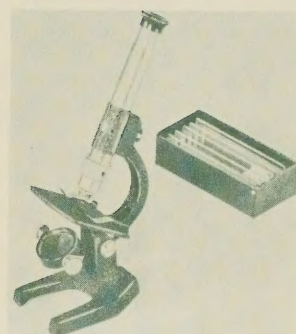
61. Oblong Flair Planter, 12" x 4", bright brass finish. Ready planted with 27 pips. **\$12.75**



62. Imported Map Measure makes reading maps a pleasure! A precision instrument with a 39" easy-to-read dial that converts inches to miles, or miles to inches. Also converts centimeters to kilometers, measures statute and nautical miles. Use it also to measure floor plans, patterns, blueprints. Inspired gift for motorists and travelers. In gleaming nickel plate with genuine leather case. Complete with operating instructions. **\$2.95**



63. Trans-l'Aider. Here's how, without any previous study whatever, you can blithely toss off phrases in French, Spanish or Italian, by simply adjusting the marker to the phrase you want in English. Takes less than a second, much faster than any phrase book. Fits passport wallet, makes you feel at home abroad. In etched Duralumin, will last a lifetime. **\$2.95** per language. (French, Spanish or Italian.)



64. 200-Power Microscope is imported from France. It's a fine precision instrument with hand-cut and hand-polished lenses, perfectly adjusted, has great resolving power, magnifies 200 times. Prized gift for students, doctors, chemists, nature lovers. Complete with 5 prepared specimen slides. **\$12.50**

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65. Floralite. You'll be delighted at the striking new arrangements you can make with this clever combination flower-and-candle-holder. Without using a bowl or vase it is excellent for holly, bittersweet, evergreens. In a shallow bowl, wonderful for flowers on the dining room table.

Floralite (2 candles) **\$2.15**
 Floralite (3 candles) **2.25**
 Floralite (4 candles) **3.35**
 Floralite (5 candles) **3.65**

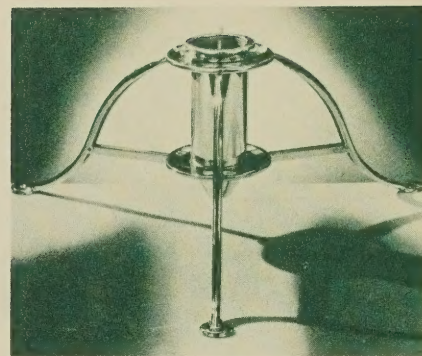
(Candles not included)



66. Unique Christmas Card Tree. Display your Christmas cards this year on this special holder that everyone will admire. Comes ready to stand up and greet your greetings. Holds 200 cards. 28" high, 12" wide. Wrought iron in a beautiful Verdi Green finish, **\$2.95**

67. Safety Snow gives you your own white Christmas, indoors or out! Dress up your Christmas tree, windows, wreaths, toys, fireplace, with glistening snow-white crystals. A liquid plastic, Safety Snow is harmless, long-lasting and easily washed off. Comes in a handy can that works like an Aerosol bomb. One can covers an average tree and many other decorations.

\$1.25 per can.
3 cans for \$3.50



68. Christmas Tree Stand. At last, a stand that's attractive as any decoration on the tree! This gleaming tree holder is practical as it is handsome. Fully adjustable, it holds any size tree firmly and safely erect. In sturdy, solid metal with glistening cadmium finish. Practically a lifetime investment. **\$5.50**



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☐ I have no charge account; please open one and charge these purchases.



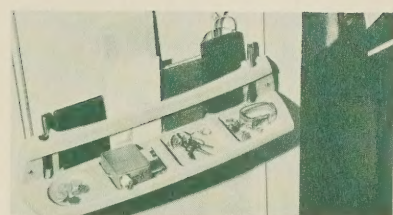
69. The Complete Herb Kit is a fascinating assemblage containing full information on growing, buying and using herbs in cooking. Included are packets of herb seeds to be planted indoors or out, cured herbs ready for cooking, a 111-page book "Herb Growers Complete Guide" with growing instructions and recipes, and many other surprise packages and booklets. Perfect gift for gourmets.

\$3.95



70. Skotch Kooler is truly the world's most beautiful picnic cooler! Over-all plaid pattern, fiberglass insulation, vinyl plastic coating inside and out. Keeps hot foods hot and cold things cold for hours. Completely air- and water-tight. Separate container tray for sandwiches or ice cubes. Ideal for picnics, motoring, boating, fishing, home use. BIG 4-gallon capacity.

\$7.50



71. The Valet tray is an ideal silent servant to keep all a man's odds and ends that usually create so much clutter—cuff-links, letters, loose change, keys, glasses. It has a place for everything and everything is visible in its neat compartments—no more leaving things behind! Can be attached to back of closet door or placed on dresser. Sturdy plastic, in Bronze or Maroon.

Only **\$3.95**

Gifts for Giving, Entertainment and Fun!



72. In the Thermo-Keep Wonder Bag you can pack picnic-loads of cold or hot foods and drinks, and contents stay fresh for hours, as hot or as cold as when you packed them. No need to carry ice or thermos jugs. Insulated with Fiberglass, protected from scratching, scuffing and water by Vinyl plastic inside and out. Red, blue, green. 16" x 10" x 6".

\$5.95



73. Auto Driving Game. This ingenious game gives small fry all the joy of driving a real car! It has a true-to-life dashboard with steering wheel horn, gear shift and starter. Youngsters actually steer a miniature auto in various speeds by remote control through any set-up of small toys that form realistic streets, curves, bridges, etc. It's fun to learn coordination this easy way! For 110 Volts. A.C. only. 17½" x 22" x 5". Complete as shown, **\$19.95**



74. This Handsome Clam Steamer makes really mouth-watering steamed clams, lobsters, corn or potatoes. Top section holds two pecks, bottom holds 3 gallons and has wooden-handled spigot for drawing liquids. Dappled blue enamel ware, practical for serving large or small groups. 12¾" diameter; 15½" high.

\$10.95

75. Home Golf Driving Range—Golfers are enthusiastic about this portable golf driving range that cuts 10 to 20 strokes from a player's game; corrects hooks, slices, and topping faults; provides healthful golf practice indoors and out; is perfect for teaching golf to beginners. Large rubber mat has inbuilt grooves to guide right or left handers. Ball, attached by cord, automatically returns to teed position. Special target indicates length and accuracy of drives.

Mat, 3 balls and cords, plus target complete with instructions.

\$8.95

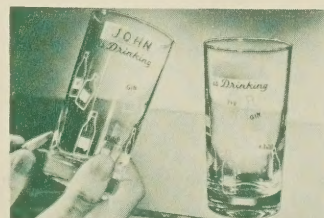
76. Take Your Pick—a very toothsome entertaining idea—a toothpick holder shaped like a big bicuspid! Filled with colored toothpicks, it is not only useful but a colorful and witty decoration. Perfect for a bar or buffet, keeps cherry, olive and cocktail sausage toothpicks always handy. In ivory ceramic, complete with a supply of colored toothpicks and packed in a clear plastic case.

\$1.00



77. Guest Glasses tell you at a glance what your guests are drinking. Handsome highball glasses decorated with labeled liquor bottles and mixes, and place for name. Write name of guest on glass with pencil provided, check off kind of drink, and you know what everyone is having. Wonderfully easy and witty way to serve. Set of 8 glasses decorated in red and white, complete with marking pencil.

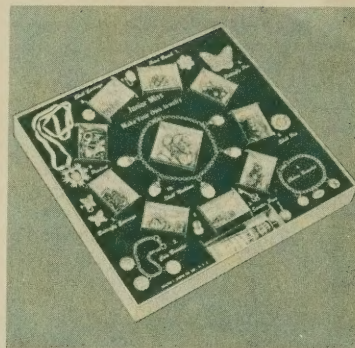
\$4.95





78. Glozone is the amazing new lamp that destroys all household odors nature's way, with clean odor-neutralizing Ozone. Just plug it into any A.C. outlet and this electronic marvel's ultraviolet rays penetrate every corner, bring mountain air freshness to your home. In attractive, durable aluminum—nothing to adjust or go wrong, and remarkably economical. Complete with bulb, **\$9.95**

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- **79. "Make-Your-Own" Jewelry Kit.**
- Here's the Christmas gift that spells bliss for every
- Miss! She'll adore making
- her own costume jewelry
- —and with this kit she can
- create 10 different, stunning
- pieces, easily, quickly.
- It's such a fascinating
- hobby, you'll want a kit
- yourself. All necessary
- equipment, and complete,
- simple directions included,
- for pins, earrings,
- pendants, bracelets, etc.
- **\$2.95** complete
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◀ **80. Keep Your Telephone Mouthpiece Sanitary and Fresh** with the De-odo Phone. Snaps on to mouthpiece and absorbs all offensive odors in and around the phone. Durable black acetate plastic. Complete with year's supply of wicks to be used with your choice of deodorant, perfume, cologne. Additional wicks available. **\$1.00**

81. Saf-Vue De-Icing Fluid is a life-saver for Winter driving. Spray it on your windshield — it removes frost, snow crust, steam and fogging, keeps clear for miles. Harmless to paint, fabric, wiper blades. In flexible plastic bottle that's leak-proof, unbreakable. Keep safe — keep a bottle of Saf-Vue in your glove compartment always. **\$1.00** per bottle. ➔

